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Question Paper Code : BS2005

M.B.A. DEGREE EXAMINATION, AUGUST/SEPTEMBER 2017.

First Semester

DBA 1605 — COMMUNICATION SKILLS

(Common to M.C.A. Second Semester)

(Regulations 2007/2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define business communication.
2. State any two barriers of business communication.
3. What is feedback?
4. What is selective attention?
5. What are memos?
6. What are the major contents of the minutes of a meeting?
7. How would you ensure cohesion in a technical report?
8. What are the major rules to be followed in paragraph writing?
9. What is an appraisal report?
10. State the importance of an effective proposal for the successful implementation of a project.

PART B — (5 × 16 = 80 marks)

11. (a) What are the different forms of business communication? Explain.

Or

- (b) Describe in detail the different factors that facilitating communication.

Environment Management For Mba Question Paper

LL Leslie

Environment Management For Mba Question Paper:

Sustainable Horizons Dr. Omraj Shankarrao Deshmukh I Dr. Kulbhushan Dhyaneshwar Meghe I Surendrasingh Samarsingh Gaharwar I Dr. Mukul Abasaheb Burghate,2023-12-27 We are delighted to share with you this exploration into the intricate world of environmental management a subject that lies at the intersection of human activity ecological systems and the pressing need for sustainable solutions This book is the culmination of our collective passion for understanding and addressing the environmental challenges that define our era It is our sincere hope that the insights strategies and perspectives presented within these pages will not only inform but inspire action towards a more sustainable and resilient future As authors our journey began with a shared commitment to shed light on the complexities of environmental management We recognized the need for a resource that not only outlines the challenges we face but also offers tangible and practical solutions Sustainable Horizons is our response to this imperative a comprehensive guide that draws from our combined experiences expertise and a shared belief in the power of informed environmental stewardship In crafting this book we sought to create a narrative that transcends disciplinary boundaries Environmental management is inherently interdisciplinary and we have endeavored to reflect this reality in our approach Each chapter is a mosaic of perspectives blending scientific insights real world case studies and a forward thinking vision that anticipates the evolving landscape of environmental challenges While rooted in research and scholarship Sustainable Horizons is not meant to be an academic tome accessible only to experts Instead we have strived to make the content accessible to a broad audience from students eager to explore the field to seasoned professionals seeking innovative solutions and to every individual with a genuine interest in contributing to a sustainable future Real world examples are integral to our approach By examining successful environmental management initiatives we aim to highlight the transformative potential of well informed and well executed strategies These examples serve as beacons of hope illustrating that positive change is not only possible but already underway in various corners of the globe As you embark on this journey through Sustainable Horizons we encourage you to approach it not merely as a passive reader but as an active participant Each chapter is an invitation to engage reflect and consider how the principles and practices outlined can be applied in your own context Environmental sustainability is a collective responsibility and this book is a testament to the belief that positive change begins with individual understanding and action We invite you to join us in exploring the horizons of a sustainable future one where the delicate balance between humanity and the environment is not just acknowledged but actively nurtured Thank you for being a part of this journey May the insights within these pages spark new ideas fuel your commitment to environmental stewardship and contribute to the positive transformation our planet so urgently needs With warm regards Dr Omraj Shyam Deshmukh I Dr Kulbhushan Dhyaneshwar Meghe Surendrasingh Samarsingh Gaharwar I Dr Mukul Abasaheb Burghate Authors **Sustainability Science and Engineering** Martin A. Abraham,2005-12-16 Sustainable development is commonly defined as development

that meets the needs of the present without compromising the ability of future generations to meet their own needs Sustainability in engineering incorporates ethical and social issues into the design of products and processes that will be used to benefit society as a whole Sustainability Science and Engineering Volume 1 Defining Principles sets out a series of Sustainable Engineering Principles that will help engineers design products and services to meet societal needs with minimal impact on the global ecosystem Using specific examples and illustrations the authors cleverly demonstrate opportunities for sustainable engineering providing readers with valuable insight to applying these principles This book is ideal for technical and non technical readers looking to enhance their understanding of the impact of sustainability in a technical society Defines the principles of sustainable engineering Provides specific examples of the application of sustainable engineering in industry Represents the viewpoints of current leaders in the field and describes future needs in new technologies

Design for Environment ,1994 **The Essentials of Marketing Management - Theory, Tools and Practices** Mr. Kevin Rozario,Dr. Thanapackiam,Ms. R Shanmugapriya,Dr. D. Muthukrishnaveni,2024-12-18

The Essentials of Marketing Management Theory Tools and Practices serves as an essential resource for both beginners and seasoned professionals in the field of marketing It provides an in depth exploration of marketing management blending theoretical foundations with practical applications The book offers a clear understanding of the core concepts such as consumer behavior product life cycle management pricing strategies market research and branding One of the key strengths of this book is its focus on contemporary marketing practices with particular attention to digital marketing social media strategies and data driven decision making As the business world shifts toward more data centric approaches this book provides readers with the tools needed to navigate and excel in the digital landscape It covers a wide range of topics from the fundamentals of marketing strategy to advanced techniques in sales management e commerce and performance metrics In addition to traditional marketing principles the book emphasizes the importance of leadership team building and HRM in fostering a successful marketing team It also highlights the significance of aligning marketing efforts with overall business goals ensuring that marketing strategies drive long term growth Overall this book is a must read for anyone seeking a comprehensive up to date guide to marketing management

International Journal of Environment, Workplace and Employment ,2007

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